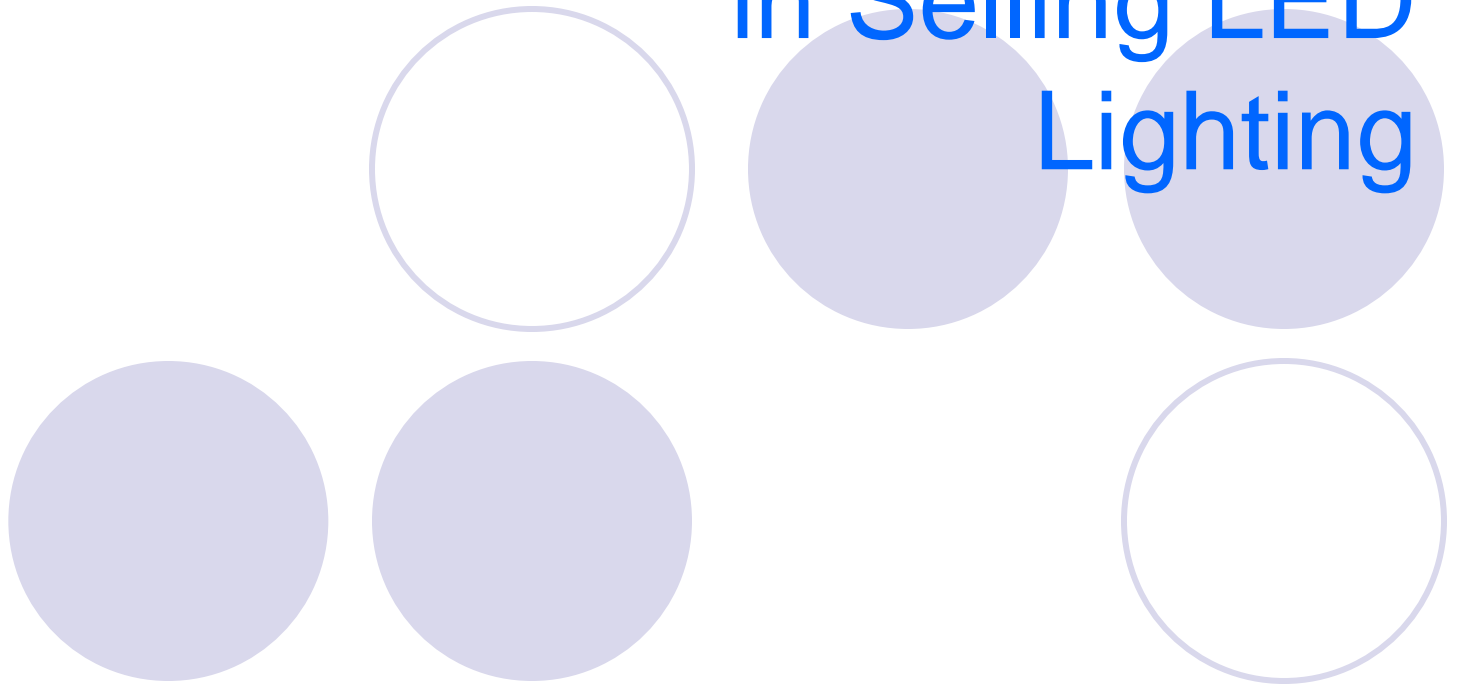
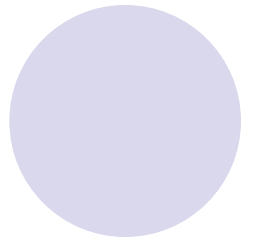
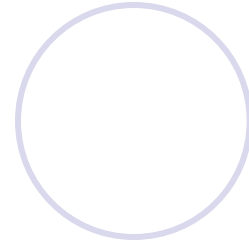
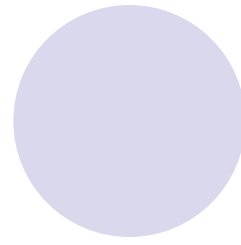
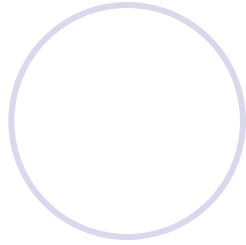
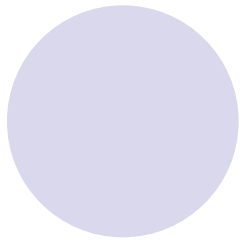


Lessons Learned in Selling LED Lighting





- There are many considerations when selling LED
- Mary Ann will discuss customer experiences
- This presentation will focus more on vendor considerations

How does a showroom decide which products to stock and/or sell?

- Does the product meet testing requirements?
- Do we know the vendor?
- Is it someone we already do business with?
- Is the manufacturer's rep someone we trust and already work with?
- Are there stocking requirements (usually not)
- What is the warranty on the product? 3-5 yrs?
- How handle obsolescence?
 - Return?
 - Discount existing inventory?

Product Considerations



- Will the product be interchangeable in the future
 - As “new” “improved” come out will they be able to change “old”.
 - Once “new” comes out what if there is a problem with the “old”, can it be replaced?
 - Is this product going to continue being manufactured?
 - Does this product “play well with others”. Are the colors similar to other products.

Technical Considerations

- Is this product easy to sell?
 - Do the spec sheets/catalogs make it obvious what parts are needed and the model numbers.
 - Is there a listing of whether product can be dimmed and which specific dimmers to use.
 - Is there someone knowledgeable to train the sales staff.
 - Is there someone knowledgeable available to call for technical help in designing jobs and/or later problems.

Pricing

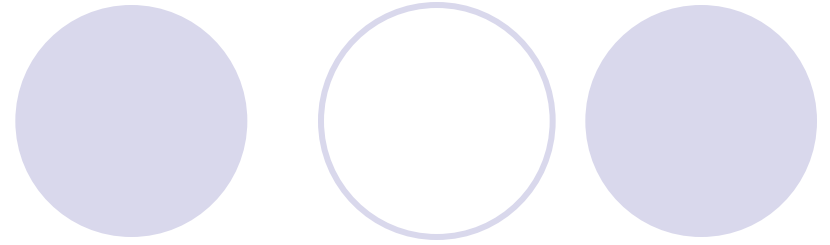
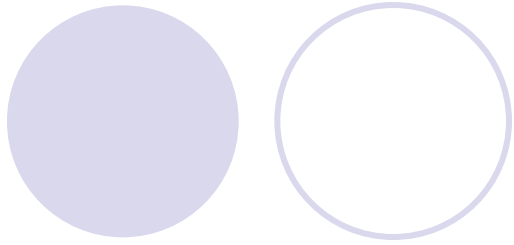


- Need to use IMAP (Internet Minimum Advertised Price).
- If vendor expects the lighting showroom to educate the consumer, then need to set a minimum price to cover the showroom's increased sales cost.
- How handle existing inventory when price drops?

LED Pros & Cons



- It has made the lighting showroom important and relevant again!
- Very confusing time for the customers and the showrooms.
- Great product with lots of possibilities
- Too much product available with limited information available on quality.
- Where will all this be in 2 years?



- Thank you
- Contact information:
- Laurie Gross President Gross Electric
Toledo Ohio
- lgross@grosselectric.com
- 419-537-1818 work